

Last Received: 11/06/2012 1:04 PM

Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () JOE HECK 4 CONGRESS
Product JOE HECK 4 CONGRESS
Estimate# 3178
Buyer KEGAN BERAN
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //3178
Flight Dates 11/01/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

JOE HECK D3-60 SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH-F	5P-630P	NEWS Buyline Comment: NEWS	:60	\$2,400.00	11/01-11/02	2	1	2	\$4,800.00	
	2	M	5P-630P	NEWS Buyline Comment: NEWS	:60	\$2,400.00	11/05-11/05	1	1	1	\$2,400.00	
	3	M	11P-1135P	NEWS Buyline Comment: NEWS	:60	\$2,400.00	11/05-11/05	1	1	1	\$2,400.00	
	4	TH-F	11P-1135P	NEWS Buyline Comment: NEWS	:60	\$2,400.00	11/01-11/02	2	1	2	\$4,800.00	
	5	SA-SU	11P-1135P	NEWS Buyline Comment: NEWS	:60	\$2,200.00	11/03-11/04	2	1	2	\$4,400.00	
	6	SA	9A-930A	NEWS Buyline Comment: NEWS	:60	\$1,000.00	11/03-11/03	1	1	1	\$1,000.00	
	7	SU	12A-1A	L&O Buyline Comment: L&O	:60	\$90.00	11/04-11/04	1	1	1	\$90.00	
	8	SA	7A-9A	SAT TODAY Buyline Comment: SAT TODAY	:60	\$1,250.00	11/03-11/03	1	1	1	\$1,250.00	
	9	SU	830P-930P	NEWS AFT NFL Buyline Comment: NEWS AFT NFL	:60	\$3,600.00	11/04-11/04	1	1	1	\$3,600.00	
	10	SA	8P-9P	RAISTON IN PRIME Buyline Comment: RAISTON IN PRIME	:60	\$2,400.00	11/03-11/03	1	1	1	\$2,400.00	

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	11	SU	8P-9P		:60	\$16,000.00	11/04-11/04	1	1	1	\$16,000.00	
				Buyline Comment: SNF END OF GAME BREAK								
	12	SU	1A-2A		:60	\$90.00	11/04-11/04	1	1	1	\$90.00	
				Buyline Comment: DLINE								
	13	TH-F	2A-3A		:60	\$60.00	11/01-11/02	2	1	2	\$120.00	
				Buyline Comment: TODAY REPEAT								

---REPORT TOTALS---

Report Totals: 17 / \$43,350.00

---SALES MONTHLY TOTALS---

Nov 12: 17 / \$43,350.00

Sales Totals: 17 / \$43,350.00

Station Totals: 17 / \$43,350.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$149,483	CATV 0%	KBLR 0%	KINC 0%	KLAS 28%	KSNV 29%
		KTNV 20%	KTUD 1%	KVCW 2%	KVMY 2%	KVVU 18%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER

EST SHARES

Books NOV12

Demos RA35+

Rep Order# 6870019 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 108459 Printed: 11/06/2012 3:41 PM
 EC'd No Last Received: 11/06/2012 1:04 PM
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— CREDIT RISK —
 CASH IN ADVANCE